THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Glorious Vacation Days are ripe

IN THE VALLEY OF THE MOON

Hot enough to suit you? Remember just a few weeks ago so many of us were complaining on the chilliness? But even with this week's heat, one could always get to sleep sufficiently early, and snuggle under blankets before morning. The poor people of the midwest! When it's 90 there in the daytime, it's about 85 that same night, and you're lucky to get to sleep before 2 in the morning. Then you wake up with another sizzler all ready for you.

When two newlyweds feather their nest, you can usually find four well-plucked parents near by. VALLEY WATCH REPAIR, Boyes.

The Flowery tax rate boost was swamped under an avalanche of 281 against to 82 for. Rather surprising. Many felt it would carry, because only a majority vote was needed.

The case for the increase was poorly presented. It's possible a different result might come if the voters were convinced of the reasonableness of such a boost. But its proponents better present a foolproof case next time it comes up or it'll be swamped again.

BOYES SPRINGS FOOD CENTER. Every for the summer meals and snacks. Always top quality, priced mighty low. Take-outs.

Remember that old song, "Just a Song at Twilight?" It's got another name now, something like "Once in a Starry Night," the music has been changed to 3-4 time, a little gimmick at the end of the chorus eliminated, and words revamped. The whole thing is a sorry mess.

YELL'S ACRES NURSERY, Glen Ellen. Dahlia and fuchsia specialists. Wonderful selection. Get yours now; large selection.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. $1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

Lions club voted Tuesday at its Palms Inn meeting to contribute $50 to Boy Scout pack 15 to help with its trip to summer camp. Lions also are donating a set of surgical instruments to Sonoma Valley hospital at a cost of nearly $900. Meetings will be held every other Tuesday throughout the summer months instead of every week.

PALMS INN, Verano. (The Inskeeps.) Home of the Lions. Beautiful pool. Splendid cuisine. Cocktail room. Favorite gathering spot.

Al Oerding, just back from a Central American trip, told a little of their difficulties with foreign languages. Tried to get some hot water, using sign language, but no soap. He finally said "Agua Caliente" and got some in short order. He says the cold water taps customarily produce warm water and the ones that are supposed to be "hot" turn out cold water.

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

So they've got championship bowling on TV. Can you think of anything more dull—unless it might be a game of chess or checkers.

BOYES SPRINGS BATH HOUSE—Now open, bigger and better. Two restaurants, casino, beautiful cool and hot mineral pools.

While we have great compassion for the cigaret smokers, who it is now officially revealed are highly susceptible to lung cancer, cigar and pipe smokers were given the go ahead. There is little danger for such smokers. Probably because they do not inhale. (We tried it once and dang near choked to death.)

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Walter Grunert made delivery Saturday of that ancient 1912 Imperial car for which he reupholstered and practically rebuilt the body, including rear window. Using red leather, diamond-shaped tufting, the end result was a wonderful piece of work—so much so that the owner promised Walt he'd be getting more and more such jobs (which have been going to Los Angeles and other southern points).

Coming to Grunert next, from Harrah's Club in Reno, will be a 1906 Lozier, one of the luxury cars of former days, thought to be the only one of its particular model left in the nation.

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

Should you drop into the Valley Review office any time soon you'll see quite a change in the office section. There now are separate, enclosed offices for the editor, proofreader and business manager, display and classified ads, engraving and dark room for develop-

ing pictures and making cuts. Zan Stark Sr. has done the bulk of the work. Walls are a pleasing shade of redwood, perfectly matched.

PAUL'S OLD RANCHERO, Verano. Chuck Ryan and His Gang every Saturday night. Dancing. Floor show. Cocktails you like.

Did you realize that Monday, June 3, was Confederate Memorial day? We missed it completely—and here we are, a colonel in the Confederate air force!

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

Prettiest sight anywhere close to Boyes is, we think, the flash dam at Lichtenberg park. (That's what we're calling it from now on; it's Recreation park No. 2 actually.)

The dam has backed up a lake anyway 7 feet deep for a half mile or more upstream, and the state department of fish and game has planted about 1500 catchable size trout in it.

Water flowing over the top and through the spaced outlets presents a pretty sight, almost like falls, and the stream below the dam runs rippling over rocks and pebbles. Some of the youngsters enjoy the below dam area as a good place to wade.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

It's a shame the concession stand at Lichtenberg park isn't open and in use for Saturday and Sunday crowds—and there really are crowds. The building is sturdy and attractive. Some local group might well look into the matter. Or even an individual. There's some money to be made, and the public should be able to buy a soft drink or a hot dog.

ROBERT G. MILLS, Drafting and Estimating. We'll be pleased to serve you. 824 El Dorado Dr., Sonoma. Phone WEbster 8-2185.

If you attend next Thursday's meeting of the El Verano Improvement club, you'll be able to eat a flock of turkey and all the accepted trimmings (plus some extras). They really do eat at the club's meetings, beginning after the regular business has been attended to. Maybe you should join!

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families since 1952. WE 8-3357.

Moonbeams is facing rising costs of production. Our last paper bill was $30.30. One that just arrived reads $33.36. What to do! Pay it, we suppose.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

It was at a funeral and a party arrived late. He took a seat and whispered to the one beside him, "How far has the service gone?" The stranger nodded toward the minister, saying "He has just opened for the defense."

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

Everywhere you go this week, it's graduation time . All except Dunbar, which winds up next week Friday. High school's having its exercises Saturday at 8 p.m., the grade schools finishing up a day or two earlier.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

Our favorite living writer, Clarence Buddington Kelland, again has a continued story running in SatEvePost—a delightful change from some of the "horribles" the Post has been running of late. Kelland's plots are said, by some, to be monotonous, but there's always a lovable if somewhat eccentric character who gets into lots of situations, there's some thrills, and the hero or heroine who began as rather a pitiful person emerges as the real brains. Usually also turns from an ugly duckling into a swan.

Harold Lloyd long ago played the lead in several of Kelland's stories. Fit him to a T. Remember the writer's Scattergood Baines stories?

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' ouvres. Snacks. Pizzas. Everything!

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

It's Plaza Liquor store in Sonoma for the unusual. Now on display are fried grasshoppers and baby bees, Mexican worms, rattlesnake meat, octopus steak, and French snails. Want to scare your guests right out of the house? Now you can do it.

DONOVAN'S IRISH INN, opp. Bathhouse. 6 a.m. to 8 p.m. Breakfast, Lunch, Dinner. Baked Ham, Corned Beef dinners Saturdays. Beer and Wine.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Crowds in the Valley last weekend were enormous. Guests started arriving early Saturday. Palms Inn and Mission Inn had all the business they could handle, as did the bath house. The taverns had big business, the eating places the same, while swimmers had a field day. Great place for the city folks to come to this time o' year—and this kind o' weather.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Grocery Dept. Emergency road service. WE 8-5811 days. 8-3098 nights.

There was a very distinguished guest one day last week at Baker's Drive-In. She enjoyed the food and service and, upon leaving, left her card, which read: A. Ronald Button, State Treasurer. And written on the card was this: "Very good food. Good luck. Gladys." Now wasn't that a nice gesture?

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of- town guests here. Cocktail bar.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Say you're driving, with perhaps a carful, to Los Angeles or Merced or Eureka or Morro Bay. Wouldn't it be nice to find a simple little turnout roadside park, with tables and benches, an open stove, toilet facilities and garbage disposal barrel?

Think Indiana was the first state to adopt this idea, with Michigan close behind. Now they're all over the middlewest and east and south, but not in California, which we think did adopt some kind of legislation a few years back which appeared to have settled the thing. But have you seen any such parks or heard of any being built? They cost so very little, and are such a convenience to travelers, that you'd think California would be 'way up in front in their development.

BAKER'S DRIVE-IN, Boyes. Formerly Merry's. Open 24 hours a day. Short orders. Hamburgers. Chicken. Crab Louie. Super coffee.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

It's fire season. Don't burn after 10 a.m. And be mighty careful when you're vacationing or on a fishing trip. We all like to keep California green—or as green as possible. When we first arrived in the Southland we found sections where even smoking in cars is prohibited. Seemed not exactly right at first, but it wasn't long till we could see sense in the regulation. Let's be careful always—now more than ever before. Forest fires cost all of us money.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

ALL ABOUT OUR MOUNTAINS

Editor, Moonbeams:

Some time ago Moonbeams suggested the mountain heights east of our Valley have names. The following facts from maps by the U. S. Geological Survey may be of interest to your readers.

The mountain east of Vineburg, Arrowhead, elevation 976 feet. The height a little northeast of the old Vallejo home is Schoken Hight, elevation 658 feet. East of Boyes Springs and Fetters Springs, Mission Highlands, elevation 1085 feet. Farther north is Pisgah, 1349 feet. In the Bible we read Moses saw the Promised Land from a mountain called Pisgah. Farther northeast is a mountain called Veeder, elevation 2673 feet. As we travel west to Santa Rosa we note a dome-shaped peak to the north; it is called Mount Hood, elevation 2726 feet.

The map, "Sonoma Quadrangle SW/4—15 Quadrangle, scale 1:2400 " can be obtained for 25 cents from U. S. Geological Survey, Federal Center, Denver, Colo. Another map covering Santa Rosa and Petaluma districts, 30 cents.

ALFRED AHLGREN
611 Baines Ave., Boyes Springs.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

Glen: "This liniment makes my shoulder smart."

Ruth: "Then why don't you rub some on your head?"

HAROLD'S SHOE STORE. Better Shoes for Less Money. 519 Broadway, Sonoma. A Family Shoe Store Serving Sonoma Valley.

B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.

Have you heard about the lathe that cost $12,000 in 1942, but which took more than $1 million to replace? It's reported in the Sebewaing (Mich.) Blade.

Employes at Thompson Products Co., Inc. heard about it in the company's annual report. The Cleveland Plain Dealer heard about it and made the million dollar lathe the subject for editorial page treatment. This is the story:

In 1942 Thompson Products bought a lathe. The cost was $12,000. Under federal tax laws the cost could be depreciated over a 14-year

period. So, last year, when the lathe had to be replaced, Thompson had $12,000 set aside, plus an additional $1,000 which was the resale value of the old lathe.

However, in 1956 the same model lathe that had sold for $12,000 in 1942 was selling for $35,000, and a new model with attachments to meet the advanced needs of the industry cost $67,000.

So the company found itself with only $13,000 to buy a $67,000 piece of equipment.

The additional $54,000 had to come from profits. But in order to clear $54,000, Thompson had to make a profit of $112,000 before taxes, and in order to make that much profit, the company had to sell more than $1,250,000 worth of products to customers.

It took a million and a quarter dollars of sales for the company to replace one lathe, and not one cent went to thestockholder!

A million and a quarter dollars to replace one machine so three Thompson employes—one shift—could continue working!

The Plain Dealer's editorial reaction to this method of presenting the business profit picture is to-the-point: "This is something to think about when agitators scream about high corporate profits. No profits, no new machines, no jobs."

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

A local sportsman was haled into court charged with catching 18 more fish than the law allowed. "Guilty or not guilty?" asked the judge. "Guilty," came the response. "Ten dollars," said the judge. Smilingly, the man paid his fine and then asked, "And now, your honor, may I have several copies of the court record to show my friends?"

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

PRICE PUMP CO. Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

A local Lothario says it seems strange to him that a girl always waits until AFTER she is kissed to slap a man's face.

JIM'S MEATS. Boyes Springs Food Center. The very finest quality, prices low. Delicatessen section. Summer delicacies.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

GERANIUM HAS PLACE IN YOUR GARDEN

The geranium, one of the most common plants in California,

readily adapts itself to variod soil and climatic conditions.

And, although some people snub it, the inexpensive geranium, with its wide color range, combines beautifully with other flowers. For quick color and a shrub-like growth in bare areas, it's hard to beat. (Let's get square with the fussbudgets. Scientifically, the plants most of us call "geraniums" are actually "pelargoniums." The true geranium is more rare.)

One of the most attractive planting combinations has pale pink annd white geraniums in front of a clump of deep blue cineraria.

A sunny location is usually recommended for geraniums, yet they do well in the semi-shade of front entrances. Newly planted geraniums should be watered heavily, but after growth is established, should be kept on the dry side for better blooms.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city.
Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.
A bridge across Sonoma river, connecting Craig and Thompson.
Roadside turnout parks (we're 20 years behind) thruout the Valley.
Complete citywide paving, curbing, and sidewalks.
A bank of our own.
A name for Highway 12 suitable for our new city.
Traffic and parking control in the entire area.
Better street lighting.
A local chamber of commerce, devoted to Springs area promotion.
Procuring of rural delivery and carrier service, from Boyes postoffice.
More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

BROADWAY CAFE, Sonoma. Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted.

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